

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for quantifying brand development opportunities, comprising:

providing a system comprising a processor, at least one memory storing data and instructions, a display device, a user interface, and distinct software modules embodied on a computer-readable medium;  
wherein the distinct software modules comprise a first analysis tool module comprising a brand pyramid conversion analysis tool module, a second analysis tool module comprising an image/equity analysis tool module for determining tier-specific brand image factors that drive the population of customers to be associated with a selected tier of a selected multi-tier brand pyramid, and a regression analysis tool module; and  
wherein the distinct software modules are configured to access the at least one memory for data related to a population of customers in the selected tier and instructions; and  
executing the instructions to perform the computer-implemented steps on the processor of:  
executing a first analysis by the first analysis tool module to analyze a population of customers in a first tier of a multi-tier brand pyramid;  
executing a second tier-specific analysis of the first tier of the multi-tier brand pyramid by the second analysis tool module from the data related to the population of customers in the first tier of the multi-tier brand pyramid;  
determining, by the regression analysis tool module, the tier-specific brand loyalty or brand image factors related to the first tier and information

about the tier-specific brand loyalty or brand image factors, ~~wherein results of the determining step are~~ based on results of the first analysis and results of the second analysis;  
outputting a display on the display device, the display showing the tier-specific brand loyalty or brand image factors and the information about the tier-specific brand loyalty or brand image factors; and  
identifying and quantifying the tier-specific brand development opportunities based on the display, the tier-specific brand development opportunities comprising opportunities for increasing attitudinal and behavioral loyalty among the population of the customers associated with the first tier;  
~~wherein the first analysis tool module and the second analysis tool module are chosen from the group comprising: an image/equity analysis tool module, a customized brand pyramid analysis tool module, a trade-off analysis tool module, a probability simulator module, an econometric analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.~~

2. (Currently Amended) The method from claim 1,

~~wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module for analyzing a population of customers in pyramid tiers of a multi-tier brand pyramid,~~  
~~wherein the second analysis tool module chosen is the image/equity analysis tool module for determining the brand image factors driving customer movement from one tier of the brand pyramid to a second tier,~~  
wherein the determining step identifies an association between the population of the customers in the first tier pyramid tiers and the tier-specific brand image factors, and an extent that the tier-specific brand image factors drive customer movement from ~~[[one]] the first tier of a brand pyramid to a second tier of the brand pyramid,~~ for determining how to increase attitudinal and behavioral loyalty; and

wherein the method further comprises

outputting a display of an image perceptual map on the display device, the display of the image perceptual map showing an extent of and basis for brand differentiation based on the tier-specific brand image factors; and  
identifying and quantifying the tier-specific brand development opportunities based on the display of the image perceptual map.

3. (Currently Amended) The method from claim 1,

~~wherein the first analysis tool module comprises the brand pyramid conversion analysis tool module;~~

~~wherein the second analysis tool module comprises the image/equity analysis tool module; and~~

wherein the method further comprises:

executing a third analysis comprising a trade-off analysis by ~~[[the]]~~ a trade-off analysis tool module;

~~wherein the results of the determining step are based on the results of the first analysis, the results of the second analysis, and results of the third analysis; and~~

wherein the determining step identifies trade-offs between factors causing a group of customers to move from the first ~~[[one]]~~ tier of a brand pyramid to a second tier of the brand pyramid based on the results of the first analysis, the results of the second analysis, and results of the third analysis.

4. (Currently Amended) The method from claim 1, wherein the method further comprises:

executing a third analysis comprising an ~~image/equity analysis by the image/equity analysis tool module;~~

~~wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module, the second analysis tool module chosen is the an~~  
econometric analysis tool module,

~~wherein the results of the determining step are based on the results of the first analysis, the results of the second analysis, and results of the third analysis; and~~

wherein the determining step identifies a relative weighting of drivers causing a group of customers to move from ~~[[one]]~~ the first tier of a brand pyramid to a second tier of the brand pyramid based on the results of the first analysis, the results of the second analysis, and results of the third analysis.

5. (Currently Amended) The method from claim 1, wherein the method further comprises:

executing a third analysis with a third analysis tool module;

~~wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module, the second analysis tool module chosen is the image/equity analysis tool module, and the third analysis tool module chosen is [[the]] a~~ probability simulator module;

~~wherein the results of the determining step are based on the results of the first analysis, the results of the second analysis, and results of the third analysis;~~

wherein the third analysis further comprises generating, via the user interface, a selected number of scenarios involving moving from ~~[[one]]~~ the first tier of ~~the brand pyramid~~ to a second tier of the brand pyramid and determining, based on the scenarios, a probability that a customer will move across the tiers;

wherein the determining step estimates a probability value based on a range of probabilities that a group of customers will move from ~~[[one]]~~ the first tier of a brand pyramid to ~~[[a]]~~ the second tier based on the results of the first

analysis, the results of the second analysis, and results of the third analysis;

wherein outputting the display on the display device further comprises outputting a display of the estimated probability value and the range of probabilities that the group of customers will move from the [[one]] first tier to the second tier; and

wherein identifying and quantifying the tier-specific brand development opportunities further comprises identifying and quantifying the tier-specific brand development opportunities based on the display of the estimated probability value and the range of probabilities that the group of customers will move from the [[one]] first tier to the second tier.

6. (Previously Presented) The method from any one of claims 2 through 5, wherein the brand pyramid conversion analysis tool module performs brand pyramid conversion analysis on a multi-tier brand pyramid customized to a company and to an industry of the company.

7. (Canceled).

8. (Previously Presented) The method from claim 4, further comprising calculating a return on investment for at least one lever affecting revenue from a selected brand by a return-on-investment analysis tool module.

9. (Currently Amended) A method for quantifying brand development opportunities for a particular brand, comprising:

providing a system comprising at least one memory storing data and instructions, a display device, a user interface, and at least one processor having distinct software modules;

wherein the distinct software modules comprise a customized brand pyramid analysis tool module and an image/equity analysis tool;  
and

wherein the distinct software modules are configured to access the at least one memory for data and instructions; and  
executing the instructions to perform the computer-implemented steps on the processor of:  
identifying, by the customized brand pyramid analysis tool module, a multi-tier brand pyramid customized to a company and to an industry of the company;  
identifying customers who have converted from a first tier to a second tier of the multi-tier brand pyramid;  
determining, by the image/equity analysis tool module and with data associated with the customers who have converted from the first tier to the second tier, the tier-specific brand image factors driving why the customers move from the first tier of the multi-tier brand pyramid to the second tier;  
outputting a display of an image perceptual map on the display device, the display of the image perceptual map showing an extent of and basis for brand differentiation based on the tier-specific brand image factors associated with the customers who have converted from the first tier to the second tier; and  
quantifying [[the]] tier-specific brand development opportunities ~~for a particular brand~~ associated with the tier-specific brand image factors based on the display of the image perceptual map.

10. (Previously Presented) The method from claim 9, further comprising:  
evaluating, by a trade-off analysis tool module, trade-offs of customer needs causing a group of the customers to move from the first tier of the multi-tier brand pyramid to the second tier.
11. (Previously Presented) The method from claim 9, further comprising:  
determining, by an econometric analysis tool module, a relative weighting associated with customer needs causing a group of the customers to

move from the first tier of the multi-tier brand pyramid to the second tier over time.

12. (Previously Presented) The method from claim 9, further comprising:

determining, by a regression analysis tool module and based on customer perceptions and customer needs, the customer perceptions that drive the customer needs.

13. (Currently Amended) The method from claim 9, further comprising:

generating, via the user interface, a selected number of scenarios involving moving from ~~[[one]]~~ a first tier of the brand pyramid to ~~[[a]]~~ the second tier; determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers; estimating, by the probability simulator module, a probability value based on a range of probabilities of customer needs causing a group of the customers to move from the first tier of the multi-tier brand pyramid to the second tier; outputting, on the display device, a display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier; and quantifying the tier-specific brand development opportunities for the particular brand based on the display of the estimated probability value and the range of probabilities of the customer needs causing the group of the customers to move from the first tier to the second tier.

14. (Currently Amended) The method from claim 9, further comprising:

generating, via the user interface, a selected number of scenarios involving moving from ~~[[one]]~~ a first tier of the brand pyramid to a second tier; determining, by a probability simulator module and based on the scenarios, a probability that a customer will move across the tiers;

estimating, by the probability simulator module, a probability value based on a range of probabilities of tier-specific image attributes driving conversion to the second tier;

outputting, on the display device, a display of the estimated value and the range of probabilities of the image attributes driving conversion to the second tier; and

quantifying the tier-specific brand development opportunities for the particular brand based on the display of the estimated value and the range of probabilities of the tier-specific image attributes driving conversion to the second tier.

15.-17. (Canceled).

18. (Withdrawn) A method for developing a specialized brand pyramid that reflects attitudinal drivers, comprising: hypothesizing a plurality of ordered tiers for a brand pyramid, wherein the plurality of tiers are based on a particular brand and an industry for the brand, and wherein each of the tiers is associated with a corresponding membership definition; applying data to generate membership data for each of the tiers; associating the plurality of tiers into a draft of a customized brand pyramid; refining or reordering the tiers based on deficiencies of the draft pyramid; and repeating the steps of applying, associating and refining or reordering until the brand pyramid passes a test of acceptability.

19. (Withdrawn) A method for clustering a plurality of brand pyramids into a plurality of archetype groups, comprising: hypothesizing definitions for each of the plurality of archetype groups; assigning each of the brand pyramids to one of the archetype groups on the basis of observation or statistical analysis; refining the definitions for each of the archetype groups; and repeating the steps of assigning and refining until the plurality of archetype groups pass a test of acceptability.



20. (Withdrawn) The method from claim 19, wherein the plurality of archetype groups are based on product, geography and segment.
21. (Withdrawn) The method from claim 19, wherein the brand pyramids are conversion pyramids.
22. (Withdrawn) The method from claim 19, further comprising: performing image/equity driver analysis on each of the archetype groups for generating insight about preferred marketing techniques for brand pyramids members of the archetype groups.
23. (Withdrawn) The method from claim 19, further comprising: defining a marketing plan for each of the archetype groups.
24. (Withdrawn) The method from claim 19, wherein the statistical analysis is cluster analysis.
25. (Withdrawn) The method from claim 19, wherein the statistical analysis is factor analysis.
26. (Withdrawn) The method from claim 19, wherein the statistical analysis is decision tree analysis.
27. (Currently Amended) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program code adapted to be executed to implement a method for quantifying brand development opportunities, comprising:
- providing a system comprising a processor, at least one memory storing data and instructions, a display device, a user interface, and distinct software modules embodied on a computer-readable medium;

wherein the distinct software modules comprise a first analysis tool module comprising a brand pyramid conversion analysis tool module for analyzing a population of customers in a first tier of a multi-tier brand pyramid, a second analysis tool module comprising an image/equity analysis tool module for determining tier-specific brand image factors that drive the population of customers to be associated with the first tier, and a regression analysis tool module; and

wherein the distinct software modules are configured to access the at least one memory for data related to the population of customers in the first tier and instructions; and

executing the instructions to perform the computer-implemented steps on the processor of:

executing a first analysis by the first analysis tool module;

executing a second tier-specific analysis by the second analysis tool module from the data related to the population of customers in the first tier;

determining, by the regression analysis tool module, the tier-specific brand loyalty or brand image factors related to the first tier and information about the tier-specific brand loyalty or brand image factors, ~~wherein results of the determining step are based on results of the first analysis and results of the second analysis~~;

outputting a display on the display device, the display showing the tier-specific brand loyalty or brand image factors and the information about the tier-specific brand loyalty or brand image factors; and

identifying and quantifying the tier-specific brand development opportunities based on the display, the tier-specific brand development opportunities comprising opportunities for increasing attitudinal and behavioral loyalty among the population of the customers associated with the first tier;

wherein the first analysis tool module and the second analysis tool module are chosen from the group comprising: an image/equity analysis tool module, a customized brand pyramid analysis tool module, a trade-off analysis tool module, a probability simulator module, an econometric analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.

28. (Currently Amended) The computer program product of claim 27,

wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module for analyzing a population of customers in pyramid tiers of a multi-tier brand pyramid;

wherein the second analysis tool module chosen is the image/equity analysis tool module for determining the brand image factors driving customer movement from one tier of the brand pyramid to a second tier;

wherein the determining step identifies an association between the population of the customers in the first tier pyramid tiers and the tier-specific brand image factors, and an extent that the tier-specific brand image factors drive customer movement from ~~[[one]] the first tier of a brand pyramid to~~ [[a]] the second tier, for determining how to increase attitudinal and behavioral loyalty; and

wherein the method further comprises

outputting a display of an image perceptual map on the display device, the display of the image perceptual map showing an extent of and basis for brand differentiation based on the tier-specific brand image factors; and

identifying and quantifying the tier-specific brand development opportunities based on the display of the image perceptual map.

29. (Currently Amended) A computer system for quantifying brand development opportunities, comprising:

a processor;

at least one memory storing data and instructions;  
a display device;  
a user interface; and

distinct software modules embodied on a computer-readable medium;

wherein the distinct software modules comprise a first analysis tool module comprising a brand pyramid conversion analysis tool module configured to analyze a population of customers in a first tier of a multi-tier brand pyramid, a second analysis tool module comprising an image/equity analysis tool module configured to determine tier-specific brand image factors that drive the population of customers to be associated with the first tier, and a regression analysis tool module; and

wherein the distinct software modules are configured to access the at least one memory for data related to the population of customers in the first tier and instructions and, when executing the instructions, to perform the computer-implemented steps on the processor of: executing a first analysis by the first analysis tool module; executing a tier-specific second analysis by the second analysis tool module from the data related to the population of customers in the first tier;

determining, by the regression analysis tool module, the tier-specific brand loyalty or brand image factors related to the first tier and information about the tier-specific brand loyalty or brand image factors, ~~wherein results of the determining step are~~ based on results of the first analysis and results of the second analysis;

outputting a display on the display device, the display showing the tier-specific brand loyalty or brand image factors and the information about the tier-specific brand loyalty or brand image factors; and

identifying and quantifying the tier-specific brand development opportunities based on the display, the tier-specific brand development opportunities comprising opportunities for increasing attitudinal and behavioral loyalty among the population of the customers associated with the first tier;  
wherein the first analysis tool module and the second analysis tool module are chosen from the group comprising: an image/equity analysis tool module, a customized brand pyramid analysis tool module, a trade-off analysis tool module, a probability simulator module, an econometric analysis tool module, a behavioral analysis tool module, and a brand pyramid conversion analysis tool module.

30. (Currently Amended) The computer system of claim 29, further comprising a  
wherein the first analysis tool module chosen is the brand pyramid conversion analysis tool module and the second analysis tool module chosen is the image/equity analysis tool module;  
wherein the method further comprises executing a probability analysis with the probability simulator module configured to ;  
wherein the results of the determining step are based on the results of the first analysis, the results of the second analysis, and results of the probability analysis;  
wherein the probability analysis further comprises generating generate, via the user interface, a selected number of scenarios involving moving from [[one]] the first tier of the brand pyramid to a second tier and determining, based on the scenarios, a probability that a customer will move across the tiers;  
wherein the determining step estimates a probability value based on a range of probabilities that a group of customers will move from [[one]] the first tier of a brand pyramid to [[a]] the second tier based on the results of the first analysis, the results of the second analysis, and results of the probability analysis;

wherein outputting the display on the display device further comprises outputting a display of the estimated probability value and the range of probabilities that the group of customers will move from the [[one]] first tier to the second tier; and

wherein identifying and quantifying the tier-specific brand development opportunities further comprises identifying and quantifying the tier-specific brand development opportunities based on the display of the estimated probability value and the range of probabilities that the group of customers will move from the [[one]] first tier to the second tier.